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The present invention facilitates content delivery to a mobile terminal based on the proximity of the mobile terminal to a point of presence associated with a content provider. An application service may identify the location of the mobile terminal and use a locality database or service to determine localities containing the identified location. Based on the localities corresponding to the mobile terminal's location, content is selected and delivered to the mobile terminal. The localities may define any geographic region or area associated with a point of presence. For example, a locality may define a business district for a city, the city, or a defined area about a point of presence. For the latter, a locality could be defined to include an area having a certain radius about a retailer's point of presence or within a certain number of city blocks.